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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 10 SPRUCE STREET, NEW YORK.  
NO. 133 FLEET STREET, E. C., LONDON.

VOL. VIII. NEW YORK, FEBRUARY 15, 1893.

No. 7.

## We Believe



—THE—

## San Francisco Examiner's

CIRCULATION

Is greater than the combined circulation of any  
other two San Francisco papers.

**26,017,784**

Copies were printed and circulated in 1892,  
showing a sworn average circulation for the

Daily, 61,019,

Sunday, 72,122,

Weekly, 70,869.

These figures can be verified by an examination  
of our circulation books and paper accounts, which  
are always open to inspection for advertisers.

Do the other Daily San Francisco papers offer  
their clients the same evidence of good faith?

**IF NOT, WHY NOT?**

**The San Francisco Examiner,**

Eastern Office,  
186 & 187 World Building,  
New York City.

E. KATZ,  
Eastern Agent.

# More Money

and more business, for the amount invested, is secured to the yearly advertiser who has nerve, good judgment and capital, by the use of Local Country Weeklies, than through any other advertising.

## ONE-SIXTH

of all the country readers of the United States are reached weekly through the 1450 Local Papers of the Atlantic Coast Lists. The same readers are communicated with week after week. They are regular and permanent readers, subscribing for the papers and being personally interested in the towns in which they are published. The advertisements are read as well as the locals and other matter. The New England, Middle and Southern States are well covered by the nine divisions of the Atlantic Coast Lists. Yearly advertising, quarter of a cent a line a paper an insertion.

One electrotype, one order only needed.  
Catalogue upon application.

**Atlantic Coast Lists,**  
134 Leonard St., New York.

# PRINTERS' INK.

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## THE NEW YORK SUN.

By Julian Ralph.

The *Sun* continues to interest the newspaper profession as the paper that exhibits the most genius; that is least like the rest, that is most influential among the others, and that is always original and bold in policy and elegant in style. Mr. Dana gets the credit for every line of it every day, and he should, because the first peculiarity of the *Sun* is that its management is absolutely autocratic. The manner in which Mr. Dana exercises his chieftaincy is even more peculiar. His government is noticeable solely in the general office knowledge of what he likes and dislikes and what position he holds with regard to the matters and men of the time. The *Sun* men have imbibed his views without his needing to enforce them—as the wife knows the ways of a husband whose personality has absorbed her own. There is the secret of the *Sun*, of that consistency which renders every number like a jewel, all “finish” on every side. In a sentence, perfect *esprit du corps* is its secret.

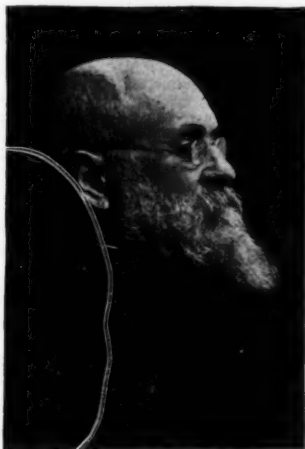
The public has been so often impressed by Mr. Dana's hard hitting at every form of sham, cant, fraud and humbug, that he is by some supposed to be severe and stern. Such critics read the paper with dull brains. To others its mastery of every situation is so complete that it always leaves room for the play of fun or fancy.

It is serious enough, in all conscience, to the man who is taking the blows, but to the rest of us it always appears superior to its foes, like a giant who easily moves a stone that looks as big as a house to his neighbors. In that consciousness of strength lies the charm of the *Sun* and of its editor, than whom there cannot be a pleasanter, more amiable or kindlier man with his friends or one easier to work for.

I never knew a person in his employ who quarrelled with him or bore him

a grudge or did not like him. Nor did any one ever know him to distrust the motives of a writer, to refuse a hearing to a man who had been complained of, or to desert an employee who was in need of his support. He is the editor who has found it in his heart to publicly praise his lieutenants, “the bright young men of the *Sun*,” the only newspaper chief whose glory clothes him so amply that he has shared some of it with his men.

And he is the only one of consequence who sits with his sanctum door open to any and every employee. My encyclopedia says that “Charles Anderson Dana was born August 8, 1819,” but that seems nonsensical. He is as young in mind and body as when he bought the *Sun* in 1868. He walks with a springing tread on the ball of each foot. He “steps out from his loins,” as Charles Reade used to have his heroines do, and his eye remains as bright as his



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The relations of Mr. W. M. Laffan with Mr. Dana are those of an intimate friend as well as a business associate. Mr. Laffan has been the publisher nine years and has been intimate with Mr. Dana twice as long. The entire American newspaper world has learned the quality of Mr. Laffan's business methods since the incident of the collapse of the Associated Press. The enlargement of the paper to its present size, the establishment and great success of the Evening *Sun*, and the new and complete equipment of the mechanical departments of both papers, have all taken place during his management of the business and of the establishment. He is a many-sided man, as skillful as a writer as in administrative work. The luxuries and ornaments of civilization are his study and delight, and, as a writer upon all matters concerning art, he first contributed to the paper. To-day he continues to write whenever he feels like doing so.

The *Sun* has no daily council of briefer writers, such as produces some of the dullest editorial pages in America. Mr. Dana next to never gives out a subject for an editorial. He and his assistants write about what interests them. He works seven hours a day six days a week, and dictates nine-tenths of his work to his stenographer. At his right hand is his son, Paul Dana, who continues his father's management during the editor's trips abroad in such a manner that the days of the chief's going and of his coming have not been apparent to the public. Almost like a right hand on the editorial page is Mr. E. P. Mitchell, whose versatility and force have played a strong part in making what is called "the *Sun's* style." Mr. Thomas Hitchcock, whose work delights all lovers of pure English, fills many a column besides those that his "Matthew Marshall" articles take up. Mr. Frank P. Church writes on a wide variety of subjects, and army and navy topics busy Mr. George E. Pond. These are the daily associates of Mr. Dana. Mayo W. Hazeltine, the "M. W. H." of the Sunday book notices, is also a frequent editorial contributor. Edward M. Kingsbury, who fills all the editorial rooms every night, without assistance, writes many editorials that, besides being wise and learned, are marked by a twisted humor all their own. This

staff, like the *Sun*, never changes. Nobody comes, nobody goes, and the newest man on it has been with Mr. Dana a dozen years.

During fourteen years, Chester S. Lord has been managing editor with charge of the news columns. His strength lies in his knowledge of men and his ability to get out the best in them without friction. His men do their best for him because they like him. His first lieutenant is Daniel F. Kellogg, the City Editor, who is a judge of good reporting and used to take a laboring oar at it as one of the staff of which he is now the head. W. H. Bodwell, an ex-Albany correspondent and now foreman, is in charge of the compositors and of those proof-readers who, like Death itself, have the last chance at the work of the fellows downstairs. All these men inhabit the ancient building that once was Tammany Hall. It may be as shabby as an old shoe, but only think how cosy and comfortable an old shoe is!

#### A QUESTION OF ETHICS.

*By Benj. C. Nevius.*

You have an article which is, or ought to be, of general utility. It is intended for use alike in the Murray Hill mansion and in the tenement-house in the "Bend." Every grade and condition of society should be using it. You believe that the more widely you can distribute it, the more you will do for the comfort and happiness of mankind, and what is, perhaps, of quite as much importance to you, the more money you can put in your own pocket.

To effect such distribution of this article, the first and most important step is to make known to all possible purchasers its existence and its merits. To do this, you talk to the ordinary business man through the columns of his daily paper. You reach the college professor and the student through the advertising pages of the heavy review. You appeal to the society man and woman through the several publications issued expressly for their information and amusement. A certain class of agricultural and village papers admit you to the farmer's home, and enable you to tell your story to him and his family.

There is a large class of the community untouched, however, by this advertising. Those who compose it do

not read any of these mediums. They do not read anything but a class of papers published expressly for them; papers which you would not admit to your home; papers which, in the character of their contents, and the influence they exert, are evil, and evil only.

Shall you use the columns of these mediums for your story? Can there be any objection to your doing so? You wish to sell your goods to those who can learn of them only in this way. You will be doing no harm in selling your goods to them. On the contrary, you will be doing good—and adding to your profits.

But there is another side to this question. These papers could not live if all advertising patronage was withdrawn from them. You are doing two things when you put your advertisement in their columns. You are not only telling your story to those whom you wish to reach, and can reach only in this way, but are as well assisting in the support of that which has no right to life, of that which is a menace to society and an injury to humanity.

What is your duty in the matter? What is our duty in such matters? It is not an easy question to answer, nor so simple as it may seem. Shall we consider at all the moral influence of those mediums in which we insert our advertisements, outside of the manner in which such moral influence may effect the profitability of our advertising? If we are to consider this question at all, how far shall we be influenced by it? It may be that some of us, taking the extreme case I have outlined, might decide that we would not advertise in such a medium. Where, then, shall we draw the line? If no man puts an advertisement into any medium of whose purpose, influence and conduct he does not heartily approve, advertising bills will be very largely reduced, and some advertising managers and agents will very soon find themselves out of business.

I have only asked some questions. I have carefully avoided giving such answers as have occurred to me. Who is ready to answer these questions? I am very sure that PRINTERS' INK will gladly open its columns to a discussion of this subject. There must be some solid ground on which one who is honestly desirous of doing the right thing in such matters can find firm footing. What is it?

## WHERE TO DRAW THE LINE.

The Suburban Press Association has been discussing the question: "Where Should a Conscientious Publisher Draw the Line in Rejecting Advertising?" The practice of a good many conscientious publishers seems to be to draw it at the advertiser who isn't sure to pay.

The above comment from the Boston *Globe* is not without a foundation in fact. Yet there are a considerable number of publishers who will not accept advertisements of cures for private diseases and other announcements which, for reasons not necessary to state, are termed "objectionable." The newspapers exercising the most careful supervision over their advertising columns are not always the "leading journals." Some of the great newspapers of the country accept almost anything of this character that is offered, while some little papers are exceedingly scrupulous. It depends altogether upon the publisher's ideas of morality and the view he takes of his responsibility in the matter. PRINTERS' INK of Feb. 1 gave the view of an English medical journal. That medical advertisements emanate from quacks is the usual argument against accepting this class of business; but that there are medical advertisers doing a reputable business who treat their patients honorably and do their best to effect a cure, is undoubtedly true.

Where to draw the line is the question. Some medical advertisements are outrageous in their intimations and offensive to every idea of decency. To accept them amounts to a prostitution of advertising columns for pay. A Connecticut publisher solves the problem in this way:

STAMFORD ADVOCATE, }  
STAMFORD, CONN., Jan. 30, 1893. }

Referring to the enclosed proposition we now and respectfully but absolutely decline it. We do not use medical advertisements addressed exclusively to either sex.

GILLESPIE BROS.

This ruling, if adhered to, would shut out Lydia Pinkham, whose reliability is recognized. Other publishers draw the line at the price, as, for example:

I really do not like the business, but if they will give an order for one year, consecutive insertions, at card rates, we will accept it.

Some stick at the wording:

The copy enclosed, so far as I can see, is not objectionable. If changes are to be made, the wording must be subject to approval.

Others read carefully for an objectionable meaning, however well con-

ceased. A publisher of this sort writes:

It is our invariable rule not to let this class of matter appear in our columns. While the wording of it is perhaps pure, yet the meaning is clear, and must be so to be of service to the advertisers.

FORT SMITH, ARK., TIMES.

The difference of opinion developed along this line makes this an interesting subject for discussion in a journal for advertisers, and an eminently practical one. PRINTERS' INK will welcome opinions from persons who have views on this subject. What is the publishers' duty? What is the effect on other advertisers? It is sometimes stated that a paper habitually printing advertisements of the kind under discussion lowers the value of its columns to other advertisers. Is there any ground for this belief?

#### MR. COMSTOCK'S VIEW.

THE NEW YORK SOCIETY FOR THE  
SUPPRESSION OF VICE,  
NEW YORK, Feb. 7, 1893. }

*Editor of PRINTERS' INK:*

I have read with interest the article you enclosed, entitled: "Where to Draw the Line," concerning admission of advertisements in newspapers. I am very happy of the opportunity to reply, or rather express my views upon this very important subject.

Every newspaper is a business enterprise, and from a business standpoint expects the advertising department to pay a profit upon the investment. Advertisements lubricate the wheels. Questionable advertisements pay the best returns. The higher the tone of the paper, the more the quack and fraud desire space and endorsement, and the higher rate they are willing to pay. This, then, is the temptation ever pressing upon newspapers with a large and respectable circulation.

But against this, I present—

First. No newspaper editor ought to be willing to endorse or recommend, by allowing space (even if paid for) in his paper, any fraudulent devices or mercenary quack.

Second. An editor ought not to introduce into the homes of his subscribers any person unfit to receive his personal endorsement and introduction. Would an editor be permitted to bring a fraud, a quack, into the social circle, and introduce such an one? Would he be permitted to come into the home circle, and talk over to the children and youth

the bold indecencies of advertisements upon "sexual" matters which are set forth in the circular of the quack, or recommend the fraudulent devices of the swindler?

If this would not be permitted, why then should the editor print an introduction (the advertisement) and endorse it and send it into every home where his paper enters? This advertisement may not specify all the details. It dares not oftentimes. But is an introduction, and furnishes the quack an opportunity to send to any one simple-minded enough to write to the party advertising the fullest details of filthy quackery. There is, for instance, in Connecticut, a party advertising to cure private diseases "free." He represents himself as a returned missionary, etc. This fellow, a few years ago, copied after another one of these "Seminal Weakness" frauds, who then operated as a "Rev." "Cure Free," and by simply transposing certain portions of the "Rev." fraud's circular, he developed himself into a full-fledged "return missionary," with a "free cure." In each instance these names were bogus and fictitious, and the circulars a combination of lies and filth, gotten up to sell at an enormous profit a quack remedy. Reputable newspapers endorsed these schemers, by publishing their advertisements.

Another instance. A few years ago there was extensively advertised a "Medical Institute," so called. The prospectus disclosed a corps of educated physicians, acting under an act of incorporation, and this institution issued various advertisements under fictitious names, and published a book of wonderful things done at this "institute." The book was indecent, and we took legal action against it. The arrogant proprietor turned upon us with a civil suit for \$50,000 damages. The matter was brought into court, and we then showed that the names to the charter were fictitious, except in two instances, the quack and his wife. Here were thirteen or fourteen names of M. D.'s signed to this charter, and not one had any real existence save one.

This man's income was about thirty thousand dollars per annum. This the result of extensive advertisement. The whole thing was a fraud and so proven in court, and an order issued annulling the bogus charter, and forbidding the quack from longer carrying

ing on his bogus institution. This concern would get young men within its doors by means of the lies published in its favor through reputable papers, all paid liberally for, and then force them to pay monthly sums under threat of exposure.

The ordinary quack advertisement has no business in a family newspaper. In almost every instance the name is fraudulent, and no such person exists. The fictitious name is used as a cover to cloak the real identity of the quack.

Again, the remedy is worthless in nine cases out of every ten. The representations are false, specious and deceptive. When endorsed by the reputable newspapers, these lies have the force of truth upon the minds of those suffering bodily infirmities, and whose minds are often preyed upon by failing health. Hope blinds judgment and sober thought, and renders the suffering portion of the community open to the assault of the quack and fraud, and makes them an easy prey to these ghouls and sharks.

Many a fraud fattens upon the weakness of mankind, and robs many a suffering victim of ill-health, by the introduction and indorsement of his lying advertisements and circulars by reputable papers. The advertisement is the precursor of the quack's lying circulars and schemes.

The Penal Code of the State of Pennsylvania forbids the publication of advertisements and circulars offering remedies for the cure of sexual diseases, abortion, etc.

Our race is fast deteriorating. Strong, manly men and robust, healthy women are on the decrease, and this is largely due to adulterations in food and medicines, and the misuse of functions which, when once weakened, the weaknesses are aggravated by the concoctions sold by quacks and frauds as "cure alls."

The best way to kill a snake is to cut his head off. The remedy against those who prey upon the weaknesses of mankind is to ostracise rather than endorse them.

There are other weighty reasons why quacks should not receive the support, encouragement and endorsement of the reputable newspapers of the day. But I have intruded too long already. If no other reason prevails, the desire to protect the weak and suffering from malpractice ought to ex-

clude all advertisements of any party who is afraid to advertise under his own name.

For decency's sake there should not be sent into the homes of our land advertisements of matters which cannot be discussed at the family table, and which are not admitted into polite society. Why should an editor send into the home matters which he would not be permitted to personally discuss in the presence of the family assembled about the table at a meal?

Keep the home clean, and the moral atmosphere about our youth and children pure. This means, exclude everything that "defileth, or maketh a lie."

ANTHONY COMSTOCK.

### AGENTS, GENERAL AND SPECIAL.

The rightly conducted special agency does the newspaper's work, in most cases, more economically than it can be done from the home office. The rightly conducted general agency can, in most cases, do the advertising work at a saving to the advertiser.

The best of the general agents are most valuable factors to newspaper publishers. The other sort are sharp irritants.

Any agency, general or special, which is an obstruction to business relations which would, without its intervention, be accomplished to the mutual profit of advertiser and publisher, should be sent to the rear.—*American Advertiser Reporter*.

### BEFORE COLD WEATHER BEGAN.

#### WHEREAS

According to certain prophets winter was to set in on or about November the 30th, and, whereas:

According to certain prophets winter was to set in on or about December the 4th, and, whereas:

Also winter was to set in on or about December the 7th, and, whereas:

Furthermore, winter was to set in on or about December 10th, and, whereas:

Likewise, winter was to set in on or about December the 13th, and, whereas:

Winter has not set in at all, but quite the contrary, and from all appearances is likely to continue passing the dividend:

Therefore, be it resolved that the false prophets who have excited me to manufacture a Stock of fine Furs entirely beyond the requirements of the season, are enemies to Society, and should forever be debarred from the rights of Citizenship, and that the undersigned shall hereafter take the weather into his own hands and run it to suit himself. All of which is respectfully submitted.

R. J. DEVLIN.



## IMPROVED FASHION ADVERTISING.

*By Top O'Collum.*

The firm of Deutsch & Co. Fifth ave. and 22nd street, New York, have introduced an innovation in fashion plates that are a decided improvement over those forms that have heretofore been generally used.

Every one has noticed the stereotyped fashion pictures, and been pained at them, no doubt. How a figure of an impossible woman, with an impossible waist, and an impossible body, surmounted by an impossible head, is better fitted to illustrate feminine garments than a picture of a properly proportioned woman has long been a mystery to the untutored masculine mind. Mr. Deutsch's opinions on the

subject have apparently coincided with mine, for he is a pioneer in introducing a new, practical and pleasing form of fashion plates. He uses women who are in the flesh, instead of alleged representations of unusually tall and abnormally slender females—cuts that remind one of the expression: "Linked sweetness long drawn out."

These animated, natural, true-to-life fashion plates (if such they fairly can be termed), have been used in page advertisements of the firm in a leading weekly newspaper, and have attracted much attention.

A full page advertisement, containing a dozen half-tone pictures of pretty young women, taken from photographs, are pleasing to look upon, and especially pleasing to male eyes. Yet, the originals are far more interest-

ing, as the writer can testify. The scribe called at the establishment of Deutsch & Co., to purchase half-a-dozen seal-skin sacs for his spouse (as newspaper men frequently do), and to interview Mr. Deutsch in regard to his new fashion plates.

Down in the basement several scores of handsome young women, handsome both in form and feature, were flitting about, attending to customers, and placing wraps over their own graceful shoulders to illustrate the fit and appearance. It was no wonder that the idea of using the girls—who were both saleswomen and models—for fashion plates, had occurred to the proprietor.

Mr. Deutsch stated that his new idea was even more successful than he had anticipated. It attracted attention, and consequently his advertisements had more force than before. The garments were much better displayed when shown as being worn by a woman of average proportions, and the female dresser could form a more correct idea of how the garment would look when worn by herself than when





it was illustrated by means of an impossible fashion plate of the past.

A description of the garment, including the price, is printed before each picture.

Meanwhile the number of husbands who object to accompanying their wives when they intend purchasing at Deutsch & Co's is rapidly decreasing, and if other dealers adopt the idea, husbands and wives will go hand in hand on shopping tours.

#### BROADWAY PROMENADERS SURPRISED.

An advertising trick, which is not particularly original, but very cleverly executed, is being sprung on New Yorkers. Each day one of the rawest countrymen imaginable walks down upper Broadway. He wears well-worn plough shoes, and his home-spun trousers are sufficiently short to disclose several inches of home-knit blue woollen hose. His overcoat is of antique pattern both as regards cloth and manufacture, and his head is covered by a battered white derby of the vintage of '77. A white turn-down collar and a flaring red necktie complete the costume. But the make-up is not all which attracts attention. The rural visitor carries a large green carpet-bag in his right hand and a battered umbrella and a lighted stable lantern in his left. He walks along with a swinging, bucolic stride, unmindful of the crowd always following at his heels. The lantern is always lighted, and this, aside from his appearance, never fails to attract the attention of afternoon pedestrians and promenaders of upper Broadway. No evidence of any advertisement is apparent except possibly to the advertising man, who scents something not visible on the surface.

At certain intervals it always happens that some curious person asks the

stranger where he is going. Then he stops and, producing a large card with this legend upon it: "I am going to Worth's Museum," displays it in such a manner that all can read it. If the supposed rustic had the notice always in view the force of the advertisement would be lost.

THE Halls (Ga.) *Weekly* announces the following as its subscription rates: "One year, two bushels 'taters; six months, two gallons sorghum; three months, one quart sweet mash—invariably in advance."

THE truth is—and I cannot put it too strongly—the daily paper reading public respond with marvellous promptness and unanimity to any deserving advertisement.—M. M. Gillam.



## WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, January 25, 1893.

The shoe advertisement which I ventured to submit in my last contribution provoked an observation from an authority here (to whom I showed it, just as the post was going), which is likely to entirely overshadow any interest of the advertisement itself. It happened that just as I was closing up my letter to PRINTERS' INK I had a call in my room from Mr. Moir, of Crossley, Moir & Co., advertising agents in a large way in London, a man of great experience in all advertising questions. He was much delighted with the New Year's Number, and especially in the two shoe advertisements, of which he preferred decidedly that of Mr. Wolstan Dixey. I then showed mine, pointing out that the object I had in view was, not so much the writing of a smart advertisement as the framing of one that would make sales and increase business. He looked attentively at my rough draft, in order to estimate how it would look in type, and said this:

"At all events, for our market, and I should think for every other, your advertisement is the best of the three. The greatest objection to it, and one which applies to the others also in a measure, is that you raise an unpleasant idea—the idea of the misery which new shoes give rise to. I know that your object in raising it is to claim for the shoe you write about that it overcomes the difficulty; but that isn't my point. You should not raise an unpleasant idea at all. Say all the good you can about a thing, but don't mention the bad at all. If you have a food to sell, you should say it tastes nice, not that it doesn't taste nasty. People nowadays read so many things that they read carelessly, and they will sometimes say 'Nasty. Yes, it's nasty. I don't want anything to do with it.' They miss the point that it *isn't* nasty. Look at Scott's Emulsion advertising (which we place, as you know). They are very careful not to say of their Emulsion that it is 'not nauseous,' or 'does away with the unpleasant taste of cod liver oil.' They are content to use the word, 'palatable'; the idea of the nauseousness of cod liver oil is not raised at all, and I am sure they are right. The same thing applies to the

shoe advertisement. You should not say anything at all about pinching or hurting to raise the recollection of it."

In this connection I should like to show an advertisement of Norris' Boots, which was got up by Mr. Sears, London publisher of PRINTERS' INK. The block is capital, the rest of the advertisement contains, perhaps, rather much matter. These thousand sample pairs, it is right to say, are an exceptional offer, they are not always being offered. It may also be well to point out that when we speak of "shoes" in England we always mean what you call "low shoes" ("Oxford shoes" we say when we wish to distinguish them).

# 1000

## Special Sample

### Horse-Skin Boots

At 10s. 9d. per pair.

Norris's Horse-Skin Boots are shaped to give comfort to tender feet and stylish appearance, with more durability than the ordinary style boot. They are delightfully soft, will not crack, and take a brilliant polish. An illustrated price list and testimonials sent post free to any desirous of testing these comfortable boots. Send shape of foot on paper or old shoe for size, with remittance, and the goods will be sent by return of post. The price are 14s. 6d., 12s. 6d., Hand-sewn, 11s. 6d. Mrs. F. A. Woodson, of 4, Cyprus Villas, Aldershot, writes, Oct. 6, 1892:



"Sir Henry Simpson, of Windsor, has recommended your Horse-Skin Boots to me. Will you kindly send me one of your price-lists for ladies' boots!"

### 1000 Special Sample pairs at 10/9

Best sales, leather lined, by post, 6d. extra. Write today, when two pairs of Mohair lace, which wear for twelve months, will be presented to every purchaser. Write today to E. C. NORRIS, 25, Bishopsgate Within, London, E.C.; also 5 and 6, Holborn Viaduct, or, King William Street, and 25, St. Swithin's Lane, E.C.

Articles of the shape shown in Mr. Sears' admirable block are always called "boots" in England, and what you call boots we call distinctively "Wellingtons." There are, of course, many of these little differences of speech, and I may tell you that I have tried to catalogue them, with an essay on the subject, in a little book which I have called "Current Americanisms," and which Messrs. Howe & Co., of St. Paul's Buildings, London, will publish this month.

The latest thing in insurance bonuses

here is an "insurance" corset. With each of these articles is given a coupon insuring the life of the fair purchaser for \$125, \$250 or \$500 (according to price) in the event of death by accident while wearing the corset! The very latest risk that I have heard of as susceptible of being covered by insurance is that of unduly numerous offspring.

It is reported that at an office in London any gentleman expecting to become a father may deposit \$25. In the event of his being presented with twins he will receive \$250, and should nature bountifully send triplets ("blessed is he that hath his quiver full of them") \$375! I have heard of engaged couples being able to insure against disappointment in love, but this, I believe, was jocular. Come to think of it, perhaps, the twin idea is, also.

It is said that Jules Cheret, the great French poster-printer and designer (recently the subject of an article in *Scribner's*, by Mr. Brander Matthews), has lately visited this country. A few remarks, from an article in the *National Observer*, edited by Mr. William Ernest Henley, the friend of Robert Louis Stevenson, may be of interest:

He knows not the restraint of officialism. His aim is to adorn the dark places of the earth with the liveliest colors, to make glad the heart of the passer-by, and to spread the fame, if so it hap, of somebody's tooth-powder or of the newest ballet. When he deserts the music-hall, his peculiar province, he puts away the desire of appropriateness. That is to say, you may change his toilet-powder with the newest perfume, and neither will be rendered ridiculous. But that is the manufacturer's affair, and concerns not M. Cheret nor his art. Even though he interprets his motive in a liberal spirit, of two things he is ever mindful: of open-air effect and of the limitations of color-printing. He remembers that his works are not to be seen in a top-lit gallery, but in the broad, environing light of the sun. So that, if you would rightly appraise their worth, you must judge them under their own conditions. Within the confines of a room their insistent, even crude, coloring would be intolerable, unless, indeed, the room were a barrack. You could never escape their blues and yellows. But the artist is properly conscious of his effect, and, knowing an ample space will envelop his design, cares not to temper the fury of his tones to a close inspection. How different the tale of our British hoardings! The common and familiar poster is the penny-dreadful of pictorial art. And when the noble Academician stoops to decorate the street, still mindful of his Mecca in Piccadilly, he passes not beyond the standard of the Line. His performances, indeed, fall as far short of art as the commercial novel does of literature. The pathos of Sir John Millaus' "Bubbles" lay in the up-turned, high-lit eye, and the splendor of this detail was straightway sacrificed when the

masterpiece was asked to fight for its life against the realistic presentiments of half-a-dozen blood-curdling melodramas. But, be it noted, the blood-curdlers were far more to the purpose than the academic estray.

Speaking of Mr. Stevenson reminds me that some statistics of literary remuneration have lately been published. It is said that Mr. Stevenson commands \$100 per thousand words for his contributions of fiction to periodicals, and I believe Mr. J. M. Barrie (author of a charming novel, "The Little Minister," and of a play in which Toole is having a great success, "Walker, London") received £37 for a story of a page in length, published in the *Illustrated London News*. Dr. Conan Doyle, author of "The White Company," who has made a great name by his detective stories, under the heading of "Adventures of Sherlock Holmes," in the *Strand Magazine*, has recently made a contract for twelve more of these tales, for which he gets £1,000 (English rights only). Mr. Gladstone was paid, it is said, £250 for an article in the *Nineteenth Century*, which comes out at about twelve cents a word. Mr. James Payn, I believe, gets but £10 10s. for his delightful page of "Notes" in the *Illustrated London News* every week. As ordinary journalism, this is not bad pay, though I could quite imagine a still higher price being thought not excessive for matter so good. Literary remuneration rules higher in America than with us. For a short story which I contributed to an English periodical some time ago, I received in England under \$50, from America, \$100, and I nearly always expect to get higher rates from your side than at home for any journalistic writings. The enactment of international copyright has, of course, opened the American field to writers in England, but it has to be remembered that it also preserves native American authors from a very dangerous form of competition, since, before the Act of Congress, any American publisher could reprint, without fee, the writings of the most able European authors, which must have made it very hard for new writers in the States to get an innings.

THE public is credited with being moody, capricious, whimsical—almost anything that will excuse the miscarriage of an advertisement,—*M. M. Gillam*.

## AN ADVERTISING MANAGERS' CLUB.

ADAMS & SONS COMPANY,  
Manufacturers of the  
TUTTI FRUTTI CHEWING GUM,  
BROOKLYN, Feb. 2, 1893.

*Editor of PRINTERS' INK:*

An idea has occurred to me which possibly may be of interest to many of your readers, and which, if consummated, would, in my opinion, tend to the mutual benefit of advertising managers and firms.

This is the establishment of an advertising manager's club, with headquarters in New York city. It is proposed that the managers of concerns doing general advertising all over America will form themselves into an organization, whose object shall be:

(1) Social intercourse, which in itself would engender;

(2) The interchange of ideas;

(3) The comparison of notes and advertising information;

(4) And possibly the consolidation of interests, so far as a thorough knowledge of mediums, rates, methods, matter, etc., goes.

Out of town members would, when in the metropolis, have a place to go where, besides social entertainment, they would find kindred spirits in business as well as in sociability.

The managers of local advertising concerns would also be eligible for membership.

I believe that there are many prominent and able men among the readers of your valuable little journal who will at once recognize the advisability and practicability of my scheme, and I should be pleased to read in your pages further correspondence on the subject.

Yours truly,  
F. H. COCHRANE, Adv. Department.

## A GOOD NAME.

CHICAGO, Feb. 3, 1893.

*Editor of PRINTERS' INK:*

Allow me to offer an opinion on the "Syrup of Figs" advertisement commented on in your last issue.

I believe the success of the article is attributable to its nature and name more than to the style, length or incessancy of the advertisement or any other single element. I have used it in my family a long time and believed in it from the first, because I knew the efficacy of *figs*—the "fig of commerce"—as a laxative, and a great many people have believed in it for the same reason. Hence, I think even a short announcement of the Syrup preparation would have crowned it with great success. For instance:

**SYRUP OF FIGS.****AN OLD FRIEND IN A NEW GARB.**

The excellent, bland effect of Figs in constipation, and its numerous attending evils, such as fevers, dyspepsia, headaches and a train of others, have long been known, but it has remained to us to first give it to the world in the form of an extract—concentrated, cheap and ever ready for instant use. It is not only quick and thorough, yet mild in action, on old and young, but so pleasant to take, the children always beg for more.

Price everywhere \$1 and 50c. per bottle.

☞ Take no substitute. ☞

**CALIFORNIA FIG SYRUP CO.,**

LOUISVILLE.

SAN FRANCISCO.

NEW YORK.

This, I think, would be enough for people who had ever seen and eaten that favorite

fruit—figs—and who has not? But if any illustration were wanted in addition I think a view of an extensive fig orchard in California, in which many people are actively engaged in gathering and carrying baskets of figs "for the California Fig Syrup Company," would be much more effective than the flowing-haired maiden in the cut (she might have been handsomer with her hair "done up") pulling pear-shaped fruit from a branch. Or, perhaps, as a change, a picture of a box of "commercial figs," as the people know them, standing on a table, one end elevated so as to show them, and two or three youngsters tiptoeing and reaching to help themselves. Few American people ever saw figs growing, so the illustration is not very suggestive to the general public, but everybody has seen and eaten figs packed out of shape, in a box bearing "a fine Italian" brand.

The truth is the success of Syrup of Figs lies, I think, largely in the fact that figs in themselves are a fine, wholesome and favorite fruit and that the proprietors wisely chose an honest, pleasant sounding name for it, rather than "Figurana," or "Figura," or "Figur-ele," or something else after the craze of the day.

The statements in the latter part of the advertisement, designed to convince the public of the great superiority of the article over everything else might be omitted. They require several expensive lines, and while the claims may be just, yet the very same are made in advertisements of perhaps twenty similar remedies, and such declarations fall on the minds of intelligent paper-reading people. The time is past when such assertions count for much in advertisements, because they are common property. At any rate, it seems unnecessary to use so much expensive space for a first-class remedy like Syrup of Figs. It would probably go on selling long after every advertisement of it was stopped.

Yours respectfully,  
ROBT. SPURGIN.

## BECAUSE IT HAS MERIT.

FANCY GOODS GRAPHIC COMPANY, }  
NEW YORK, Feb. 2, 1893. }

*Editor of PRINTERS' INK:*

It does not surprise me very much to learn that Syrup of Figs is enjoying a large sale. Without wishing to appear testimonialistic, I can bear witness to the excellence of the article, from the fact that a number of my friends and acquaintances, not counting my own immediate family, are firm believers in it. In short, it is the merit of the thing rather than the advertising connected with it that has gained for it so much popularity. This is a case where a rigid adherence to one stereotyped style of advertisement, even though the construction is faulty, can make no material difference in the returns. The name is the principal thing; recommendation does the rest.

Yours truly,  
S. DE BEAR.

## ART IN POSTERS.

NEW YORK, Feb. 2, 1893.

*Editor of PRINTERS' INK:*

In the last issue of PRINTERS' INK we read with interest your item on C. D. Gibson's illustrations in the *Eolian Organ Company* ad. It might be interesting to notice that the same clever artist sketched and signed the poster advertising *Scribner's Magazine* for August, 1892.

L. & D. A. HUESCH,  
Publishers *Volapodol*.

MORE INFORMATION WANTED.

Editor of PRINTERS' INK:

Who is your friend who has spent \$3,111 for advertising in Kansas City and never made a sale? It seems that his goods are not to be found in that city. How then can he expect to sell them there? Why don't he send a supply to the wholesale druggists and a smart man to hustle around and take orders from the retailers. If Rip Van Winkle had advertised "Situation Wanted" the day before he took his twenty-year sleep he could not blame the advertisement, because he was out of a job when he awoke. This advertising is taking things too easy. It is all right to spend \$3,400 for advertising, but having done so he must not go to sleep. I don't believe that he has once changed his advertisement since he began, and the chances are, it seems to me, that a man may read his announcement over and over without ever finding out what it is about. Was his advertisement the product of one of the modern experts? Please ask "Anxious Inquirer" to tell us more about this remarkable case, for concerning it I am

DOUBTFUL.

OTHER FACTORS IN THE PROBLEM.

NEW YORK, Feb. 4, 1893.

Editor of PRINTERS' INK:

I have read with interest the letter from "An Anxious Inquirer" who has made a \$3,000 advertising investment in Kansas City without as yet getting any returns. It seems to me that the trouble lies deeper than the advertising he has done.

In the first place I would remind "An Anxious Inquirer" that advertising is at best only a small part of the battle for trade. What other means has he taken to secure the sale of his goods? Has he relied upon advertising alone to sell them? We are informed that "they must be sold through druggists, if at all." Has our correspondent taken care to have the drug trade informed about his goods and prepared to supply any demand? Nowadays, it is scarcely possible to force the drug trade to buy and pay for goods in advance of a demand. And it must be a strong, steady demand to cause them to lay in a stock. Druggists are not averse to receiving a stock of a new proprietary article that is to be largely advertised and afterwards settling with the manufacturer for what may have been sold.

Another point: Is "An Anxious Inquirer" sure that there exists a want for his goods? They may be all that he believes them to be, and yet the field may be so filled with older and more skillfully advertised articles that he will never be able to make a success of his. This could not be considered the fault of newspaper advertising. How much does "An Anxious Inquirer" charge for his goods? Does he offer a larger package for the money than any competitor? How about his advertising? Is it of the progressive, modern style? Has he put out his money to the best advantage? The uninformed outsider, at least, can see no reason for advertising a proprietary drug article in papers published for the real estate, grocery and educational interest. Moreover I do not believe that there is any truth in the maxim that "advertising would sell anything once whether it has merit or not." An advertiser might spend thousands of dollars in advertising iron tooth-picks at \$10 apiece without getting an inquiry. To succeed he must have something that people

wants—really *wants*—and offer it at an attractive price. If your correspondent has paid in Kansas City alone \$3,111 to find this out, I am sorry for him.

Yours truly,  
A BELIEVER IN ADVERTISING.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Canvassers to obtain subscriptions and advertisements. Address PRINTERS' INK, 10 Spruce St., New York.

WANTED—Good second-hand, seven-column, Washington hand press, with privilege of examining before taking. State lowest price. A. W. STURMAN, Lake Park, Wash.

WANTED—Orders—We set type, furnish paper and print; stories, departments, miscellany for padding; modern presses; lowest prices. UNION P.T.O. CO., 18 Vandewater st., New York.

WANTED—at once. Publishers of country papers to send us sample copy of their paper, with net advertising rates. Address JEFFERSON JACKSON, 676 Warren ave., Chicago, Ill.

A N all-round newspaper man desires position on daily, weekly, or monthly periodical. Expects good salary and can earn it. Competent to act as business manager. Address "W. X. F.," care Printers' Ink.

WANTED ADVERTISEMENTS in PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

WANTED—For "The American Epic," the book of the Century, \$1. For "Tales of Early Love," 40 illustrations, 25 cents, or \$1 for six. By mail, post paid. Address PUB. HOUSE OF METH. E. CHURCH, South, Nashville, Tenn.

WANTED—Situation on live journal by young man of seven years' experience, reportorial, editorial and business on daily and weekly newspapers. Sober and honest. Willing to work. Is also practical printer. W. H. DAVIS, Corinth, N.Y.

THE advertiser, having a large outside business, desires a partner with a few thousand dollars who will take charge of a music publishing business in New York City that is paying handsomely now. Address "X. Y. Z.," Printers' Ink.

YOUNG MAN, with ability and experience as an illustrator and writer of advertisements, would like permanent position in advertising dept. of some firm in this city. Might take half-day job. State salary. "ART," care Printers' Ink.

WE have Democratic paper in town of 6,500, printing daily, weekly and Sunday edition. Doing business of \$60,000 per year. Don't write unless you have \$25,000. NORTH-WESTERN NEWSPAPER BROKER'S AGENCY, Dodgeville, Wis.

WANTED—Any one who has a taste for newspaper work, and is able to command \$5,000 to write me about an enterprise that cannot fail to be a safe investment and bring good returns. "W. U. O.," care Zanesville Daily Press, Zanesville, Ohio.

WANTED—To sell daily and weekly Republican newspaper and job office. Old established plant; official county paper in an Ohio city of 8,000. Price, \$9,000; ¼ cash. A ¼ interest would be sold to right party. Address "T.," care Printers' Ink.

WANTED—The address and special price-list of manufacturers of patent medicines, useful novelties, books, notions, etc., who are willing to furnish samples of their goods, to be sold on commission from store. Address A. C. CULP, Empire, Ohio.

**WANTED**—To purchase weekly paper, or daily and weekly. "CASH," Printers' Ink.

**WANTED**—Ad space, in exchange for Maryland Farmers' Directory, containing 14,000 names and addresses of Md. farmers, and Maryland Teachers' Directory, containing 2,000 names and addresses of teachers. L. E. PRICE, Damascus, Maryland.

**WE** make a specialty of printing Eight, Sixteen and Thirty-two page pamphlets, with or without covers. We defy competition. Send idea of what you want and we will deliver samples. **DANBURY MEDICAL PRINTING CO.**, Danbury, Conn.

**WANTED**—An experienced man as foreman and superintendent of well-established job printing establishment in a city of over 200,000 inhabitants. Must come well recommended as to character and ability. Address "BUSINESS," care Printers' Ink.

**BUSINESS MANAGER** wanted for a daily newspaper and job printing establishment; New York inland city, 17,000 population. Salary fair. Good chance for an ambitious young man. Some experience desired. Address quick "Q," care Printers' Ink.

**A LADY** who has had long experience in publishing business desires engagement with a fine firm. Thoroughly understands handling and increasing subscription list. Publishers willing to pay for experience and ideas, address "MANAGER," care Printers' Ink.

**WANTED**—A young man with \$500 cash to purchase a one-fourth interest in a well-established daily and weekly paper in a flourishing city of 30,000 inhabitants. He to act as city editor on salary. Address "Q. W. U.," care Zanesville Daily Press, Zanesville, Ohio.

**WANTED**—Editors to know that "The Building Budget and Everybody's Assistant" is the best premium book ever offered. Retail price 50 cents. One sample copy for 25 cents. Money refunded if you are dissatisfied for any reason. Address J. P. HICKS, Box 407, Omaha, Neb.

**SITUATION** wanted by a married man of the best of habits and A. I. references, position as circulator or advertising man for a first-class daily. Thoroughly competent in either line. Twelve years experience and a hustler. Fair salary expected. Address 2516 Park Ave., Kansas City, Mo.

#### MISCELLANEOUS.

*Twenty-five cents a line.*

**VAN BIBBER'S**  
Printers' Rollers.

**LEVEY'S INKS** are the best. New York.

**RIPANS TABULES** cure all disorders of the stomach and bowels.

**PAPER DEALERS**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**HOISTING Appliances**, Overhead Railways. I have been in this biz 15 years. Have sold more than 8,000 elevators and dumb waiters; have done work for all the leading N. Y. paper offices; have just put the lifts in the new Recorder office. If you want something in my line write to or come and see J. G. MAYNARD, 115 Liberty St., New York.

#### ILLUSTRATORS AND ILLUSTRATIONS.

*Twenty-five cents a line.*

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 35c. **A. M. ILLUS. CO.**, Newark, N. J.

**MAKE** your own cuts. Save time and MONEY. Our process is the quickest, best and cheapest. Adapted to finest as well as coarsest work. No expensive outfit. Postal brings particulars. **CHALKPLATE CO.**, Ishpeming, Mich.

**WE** will pay \$25 for the best 3-inch double-column displayed or illustrated advertisement, advertising an illustrated book of poems, "Around the Fireside." Remit \$1.50 for agency, criticisms and full particulars. **TIMES PUBLISHING COMPANY**, Kingsley, Iowa.

**ARTIST**, with ability and experience as an illustrator and writer; understands pen and wash drawing in black and white; also, color work similar to French. Would like to connect myself with some illustrated daily or weekly with a view to a permanent position. Address "PEN AND INK," care Printers' Ink.

**"ARTIST LINCOLN"** is an *illustrator*, formerly connected with several of the first-class periodicals, and who also makes a specialty of high-class work for advertisers. Tell me what you want, or send your MSS matter and I will illustrate it with point. My prices are high, but my work is actually of the very best. Study, 28 W 20th St., New York.

#### ADVERTISING NOVELTIES.

*Twenty-five cents a line.*

**CLOCKS** for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address **SETH THOMAS CLOCK CO.**, 40 Maiden Lane, New York.

**CONSPICUOUS** Advertising Process brings red, green, or any bright color up with black body of type at one impression. Simple, attractive; works in any newspaper. Will sell part interest. **W. J. SMITH**, Leamington, Ont., Canada.

**A NEW FIRM**, who intend to make a specialty of advertising novelties of every description, and push the trade in Western Pennsylvania, desire manufacturers and others to send samples, catalogues and prices. Address Box 75, Allegheny, Pa.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

#### ADVERTISING CONSTRUCTORS.

*Twenty-five cents a line.*

**CATCHY** little ads boom my business. They will yours. I'll write you regular purveyors for \$2. **JED SCARBORO**, Box 63, Station W., Brooklyn.

**"THE NEXT BEST POLICY"** to having Free Trade with Canada, is using advertisements designed there, thus cornering the home market. Send for estimates to **H. A. WOODWORTH**, Sackville, N. B. Come and see.—John 1, 46.

**ATTRACTIVE** advertisements, artistically arranged, alluringly arrayed, are always admirable aids. \$1 each, or series of ten \$7.50. Cleverly conceived, carefully constructed circulars, create cash custom. Three original designs, \$2.50. **CHAS. NELSON**, Box 2067, San Francisco

#### SUPPLIES.

*Twenty-five cents a line.*

**VAN BIBBER'S**  
Printers' Rollers.

**LEVEY'S INKS** are the best. New York.

**"PEERLESS" CARBON BLACK.**  
For fine inks—unequaled—Pittsburg.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**PAPER DEALERS**—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

#### BILL POSTING & DISTRIBUTING.

*Twenty-five cents a line.*

**ADVERTISING DISTRIBUTOR**, New Jersey, **C. R. DRAKE**, New Market, N. J.

**ALL** kinds of adv. matter distributed. \$1.50 per M. **S. W. D. AGENCY**, Villisca, Iowa.

**CIRCULARS** distributed. Write for our method. **Dr. BIXLER & CO.**, Greencastle, Pa.



WE sell postage stamps automatically from all leading retail houses in St. Paul and Minneapolis, enclosed in No. 5 envelopes, and will insert circulars, leaflets and booklets at \$5.00 per M. TWIN CITY ADVG. & STAMP VENDING CO., 108 Lumber Exchange, Minneapolis, Minn.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted twice under this heading for one dollar, or three months for \$1.50, or \$3 a year, or \$5 a year, at the order. More space 25 cents a line each issue.

#### ADVERTISING AGENCIES.

Twenty-five cents a line.

FOR Estimates and Special Offers in Advertising, address STANLEY DAY, New Market, N. J.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

"J. C. AYER COMPANY" expend about \$3,000 in Spanish-American periodicals, and as near as can be ascertained received from \$50,000 to \$40,000 in return, for orders, per annum. Does it pay to deal with the Spanish-American Newspaper Company of New York city?

#### FOR SALE.

Twenty-five cents a line.

GAZETTE ADVERT RECORD.—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 50c. AM. ILLUS. CO., Newark, N. J.

RECIPE and full directions for making well-known Indian medicine; send \$1. JOHN DAVROY CO., Worcester, Mass.

MANUFACTURING.—For sale, valuable dock property, with building 56x30, and office. Price low. Address "Drawer F," Catskill, N. Y.

A HALF-INTEREST in an old-established weekly published in Detroit. Stock controls nearly \$3,000; salary. Address WILLIAM BURKE, Erie Building, Detroit.

FOR SALE.—A copy of the American Newspaper Directory for 1894. Price five dollars. Sent carriage paid. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

A SUMMER society magazine, established fourteen years. Twenty-eight pages. Largest and best published. Plant complete. Terms easy. Address "PUBLISHER," Box 23, Cambridge, Mass.

DO you want good-paying official German newspaper and job office for what material is worth? Office complete. Two Proutys, one challenge. Reasons for selling. Address J. H. BORDEWICK, Vinton, Ia.

FOR SALE.—A No. 108 Bullock perfected newspaper press, only used six months, in complete order. Also 8 brass-top tables, 8 patent steel chases, with furniture; one extension moulding table, melting pot and furnace, 1 steam table, cutting box, trimming block, 2 saws, shaving machine, 2 counter shafts, pouring ladle and skimmer. All in first-class condition. Address THE TIMES, Minneapolis.

FOR SALE.—Whole or half-interest in first-class job and publishing business (doing over \$1,000 per month) in growing Western city of 60,000; stationery and news-stand included. Office has an established reputation for doing fine work at good prices. Party has other business that is unsalable that requires his attention. A bargain for a live man of limited means. Address "CAPITAL," care Printers' Ink.

**\$40,000** in newspaper space for sale on favorable terms, either for cash or credit. I will close out the whole amount to one customer or sell in small lots to any desirable applicants. For terms, lists of papers and all necessary information, write me what States you will advertise and what space is wanted. I will answer at once and convince you that my offer will be a bargain. B. L. CRANS, Special Agent, 10 Spruce St., New York. Refers, by permission, to publishers Printers' Ink.

NEW JERSEY—Democratic County and Town Democratic organ; State, County, Town and Township official advertising, steam engine and press, excellent and abundant type; new and perfect equipment for newspaper and job work; county seat; pleasantest and healthiest part of State; present owner non-resident; price below cost, terms \$500 cash, \$500 from next law publishing, balance \$500 yearly in installments. Bona-fide inquirers address or call before 10 A. M., E. ROBINSON (Room 35) 83 Nassau St., New York.

#### ADDRESSES AND ADDRESSING.

Twenty-five cents a line.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

WANTED—100,000 circulars to mail in sealed envelopes. Cash with order. \$3.00 pay for mailing 3,000 circulars, and gives you (2) rich ad (34) lines 200 words, or electro free 3 months in AGENTS' FRIEND. Circulation, 10,000. Address DECKER'S ADV. BUREAU, Room 6, Odell Bldg., Salem, Essex Co., Mass.

#### ADVERTISING MEDIA.

Twenty-five cents a line.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

**\$1.50** For 5 lines 25 days; 6 days, 50 cts. ENTERPRISE, Brookton, Mass. Circ. 7,000

EDUCATIONAL BEE, Dexter, Iowa. Sworn circulation, 2,000. 5 cents a line each insertion.

BEST CONNECTICUT MEDIUM Reaches everybody. Gift-edged investment. THE NEW HAVEN NEWS.

WE reach nearly five thousand of the best-to-do farmers and fanciers in the world every month. Wide-awake men, buyers. POULTRY MONTHLY, Albany, N. Y.

FOUR million a year paid Lake Superior copper country readers DAILY MINING JOURNAL. Grand advertising medium. Write to A. E. ISLER, Houghton, Mich., for rates.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—daily, 12,500; Sunday, 17,000, and Weekly, 23,000—cover the field. All leading advertisers use it.

CLASSIFIED ADVERTISEMENTS in PRINTERS' INK begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Wants, Bill Posting and Distributing, Advertising Novelties, Addresses and Addressing, Illustrators and Illustrations and Advertisement Constructors, 4 lines (25 words or less) will be inserted once or two lines (12 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

TO the Editor of the American Newspaper Directory.—Dear Sir: The issues of PRINTERS' INK, weekly, for the year 1892, have been as follows: January 6, 50,500; 13, 50,500; 20, 50,500; February 3, 50,500; 10, 50,500; 17, 50,500; 24, 50,500; March 2, 50,500; 9, 50,500; 16, 50,500; 23, 50,500; 30, 50,500. April 6, 50,500; 13, 50,500; 20, 50,500; 27, 50,500. May 4, 50,500; 11, 50,500; 18, 50,500; 25, 50,500. June 1, 50,500; 8, 50,500; 15, 50,500; 22, 50,500; 29, 50,500. July 6, 50,500; 13, 50,500; 20, 50,500; 27, 50,500. August 3, 50,500; 10, 50,500; 17, 50,500; 24, 50,500; 31, 50,500. September 7, 50,500; 14, 50,500; 21, 50,500; 28, 50,500. October 5, 50,500; 12, 50,500; 19, 50,500; 26, 50,500. November 2, 50,500; 9, 50,500; 16, 50,500; 23, 50,500; 30, 50,500. December 7, 50,500; 14, 50,500; 21, 50,500; 28, 50,500. Total, 2,684,150. 2,684,150 divided by 52 (issues) equals 51,618, average issue. This is a correct report of the issues of PRINTERS' INK for the entire year of 1892 and is made to be placed on file in the office of the American Newspaper Directory, to secure an accurate and exact circulation rating of the paper in the next issue of that book. Very respectfully, GEO. P. ROWELL & CO., Publishers. New York, Dec. 28, 1892.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:  
Two Dollars a year. Three Dollars a hundred;  
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, FEBRUARY 15, 1893.

TAKING up a representative county paper recently, we noted in its columns twenty-two well-known advertisers, every one represented by a conspicuous announcement, varying in space from four inches to three-quarters of a column. It could be plainly told by the *ear-marks* known to advertising men that all of the announcements under observation were inserted on yearly contract. Instituting some inquiry, we learned that every one of the advertisers is financially strong to-day, and in nearly every case the fortune credited to the advertiser is admitted to be the result of advertising. The conclusion arrived at from the inquiries prosecuted are these: The man who gets best returns from an advertising investment is the one who advertises most conspicuously, liberally and continuously. The men who put most into advertising reap largest benefits from it. The advertisers represented in the paper here referred to were Pearlline, Royal Baking Powder, W. L. Douglas, Pink Pills, Lane's Medicine, Peabody Medical Institute, Kickapoo Indian Sagwa, Castoria, Adamson's Cough Balsam, Dana's Sarsaparilla, Lydia E. Pinkham, Dr. Green's Nervura, Hood's Sarsaparilla, Cottoline, Dr. Kennedy's Favorite Remedy, B. & L. Tobacco, Old Honesty Tobacco, California Fig Syrup Co., Renne's Magic Oil, Swift's Specific Co., Sheridan's Condition Powders, and Scott's Emulsion. We have some reason for supposing that if the managers of the concerns here named were willing to relate early experience, each one would have a story to tell that would match the experience of "Anxious Inquirer," as told on page 219 of last week's PRINTERS' INK. Inasmuch as the tone of the Kansas City experimenter seemed to be moderately cheerful, notwithstanding the lack of result so far, we rather think that he will ultimately reap a satisfactory harvest.

ON the first page of the last issue of PRINTERS' INK an interesting story was told concerning the manner adopted, in the office of one of the oldest and most respectable of newspapers, for arriving at a statement of its daily circulation for the information of its advertising patrons. The paper referred to was the San Francisco *Morning Call*. Mr. J. E. McGown had full charge of the books and accounts of circulation at the time when a statement was prepared that purported to tell the actual issues for every day in 1891, and he states that it was not compiled from the circulation record, but that the foreman of the pressrooms was instructed to keep a record of the readings of the press indicator, a mechanical contrivance registering each and every revolution of the press made in printing a four-page form, and that, inasmuch as the press will only print four pages at a time, and the *Call* is an eight-page paper, it is issued in separate four-page forms and the two sheets are afterward folded one within the other. The figures on the indicator would not only record each four-page sheet but spoiled sheets, bad impressions and experimental revolutions as well. Mr. McGown further states that an office clerk, whose duties were such that he knew nothing of the facts, was instructed to copy the original four-page indicator records in the shape of a circulation statement and attest its accuracy; and that the statement so prepared was issued to the advertising public over the signature of the so-called circulation clerk. Mr. McGown still further states that if the publishers of the *Call* had wished to furnish a correct statement of the number of complete copies issued, it would have been necessary to take the data from books of record in the office under his charge, but that, as a matter of fact, no statement of circulation was made up from the bona-fide records, and that had one been made it would have shown the actual circulation to be less than 27,000 copies during the months of August, September and October, 1891, covered by the statement actually put forth, which claimed a circulation of more than 60,000 copies.

MORE money and more business, for the amount invested, is secured to the yearly advertiser who has nerve, good judgment and capital, by the use of local country weeklies, than through any other advertising.

GILBERT E. JONES, the present publisher of the New York *Times*, was 48 on the 12th day of February. He doesn't look 30.

wishes to address the barber trade need not despair of finding a medium suited to his purpose.

### Advertising Novelties.

Manufacturers and users of advertising novelties are invited to send specimens for review under this head.

AN out-of-town publisher said to a representative of PRINTERS' INK the other day: "You know the old legend in the advertising business that when you see the advertisement of Pond's Extract in a paper it means that the publisher will take advertising very cheap. Well, times are changing, for I succeeded in getting an order from them the other day for 50 per cent above what I was willing to take. As for Hecker's Buckwheat, why that is a regular snap. They have fixed up one of the young clerks in a nice office, put 'advertising agent' on the door, and evidently expect to save a lot of money in placing their business. But I got an order from him the other day for 70 per cent above what the regular agents are paying me. All the solicitors in town are 'on to' him."

From W. S. Stanley, 186 Devonshire street, Boston, Mass.: "Magic Purse," made of leather, with imprint of advertiser. It cannot be opened without directions. It is intended to be given by local merchants to customers, and to be accompanied by the legend: "Prices at Blank's open the tightest purse."

From the New York *Recorder*: A small bag of salt, accompanied by the explanation: "This is to sprinkle on advertising solicitors who claim circulation without being able to show the newsdealers' orders to substantiate it." The salt and a shipping tag attached to it go through the mails for one cent.

From E. G. Ames, 423 Temple Court, New York: A combination penholder and whip. The advertiser's imprint may be attached.

From Emil Grossman & Co., 317 Society for Savings Building, Cleveland, O. "The Little Casino Baseball Schedule," a manual for baseball cranks, showing where the entire season's games are to be played. The little books are given away by newspaper publishers, with their compliments.

From Edward Parsloe, Buffalo, N. Y.: A "handy stamp preserver." It consists of a little book of oil sheets in a case bearing the advertisement.

### TO REACH THE BARBERS.

I wish to reach the barbers' trade and can only touch it with trade papers. The price for space in such papers is much too high in my estimation. I am trying circulars addressed to the leading barber in each town with fair success.

Four papers are published exclusively in the interests of barbers—two weeklies in Cincinnati, one monthly in Chicago and one in Brooklyn. As the barber's trade is not one in which there is much trade news to be recorded, and as most of those engaged in it are foreigners, it is not, perhaps, surprising that these papers should not be credited with a very high circulation. There is, however, a certain class of papers usually to be met with in barber shops, and while they are really provided for the literary entertainment of the customers, are read thoroughly by the barbers on dull days. Foremost among these is the *Police Gazette*. It is read by many men in barber shops who never see it anywhere else, and its possession is much sought for by customers who are obliged to wait their turn at the chair. The humorous weeklies, *Puck* and *Judge*, are often found in barber shops, and their columns are used by advertisers wishing to reach the trade. Sometimes the appeal is made direct to the customers, and it is not less likely to reach the proprietor's eye on that account. The man who

### A CLASS OF ELEVEN.

Office of  
WALKER STETSON SAWYER CO.,  
Manufacturers, Importers and Jobbers,  
BOSTON, Feb. 6, 1893.

Pub. PRINTERS' INK:

The eleven names sent are the names of men at the head of departments in our business here in Boston. They have read the paper throughout the year with a great deal of interest, and I am glad to say that they are more intelligent along advertising lines, and may some day start into general advertising. We are anxious to have these subscriptions renewed.

GEORGE W. COLEMAN,  
Manager Publishing Department.

A writer of plays was reading a new work before a company of the French Society of Comedy, and presently was disturbed by the sight of one of the members, M. Got, fast asleep.

The author stopped and reproved the sleeper. He was reading his play to the committee in order to obtain their opinion. How could a man who was asleep give an opinion? M. Got rubbed his eyes and remarked: "Sleep is an opinion."

There was no appeal from this sententious verdict, but it is to be hoped that ministers who happen to read this story will not lay it too much to heart.—*Youth's Companion*.

## SOME SPECIAL AGENTS.

Following the introductory article on special agents in last week's PRINTERS' INK a series of brief notices about some of the prominent New York specials will be of interest.

J. J. Richardson, the proud uncle of A. Frank, was the pioneer advertising solicitor and agent. He made a great financial success of the Davenport (Ia.) *Democrat*.

As to the first special agent of New York city half a dozen people claim this pleasing distinction for six individuals, and each presents such convincing proof that his assertion is the correct one that the more you look into it the more sure you are that each one is right.

Mr. S. C. Beckwith is one of the bright particular stars of the specials' firmament, and started in business in 1879. He only remembers three men being in the business when he entered—L. H. Crall, E. B. Mack and F. T. McFadden. The two latter are dead, but Mr. Crall was alive up to the time of going to press. Mr. Beckwith's first paper was the *Kansas City Star*, and he gradually extended the list so that now he controls space in some twenty newspapers, "with a daily circulation of over 600,000." By bringing so many papers, so widely scattered, under one combination, he found that he could add to the interests of both publishers and advertisers. A well known general agent remarked the other day that he noticed the tenacity with which Mr. Beckwith held his papers. This is true, for once having started with a paper he rarely drops it or discontinues relations.

Another planet in the system is A. Frank Richardson. Competition has grown amazingly, but Mr. Richardson has kept one of the first places in the procession. It was Harvey, I believe, who first discovered the circulation of

the blood and gave to the world "known circulation." This has been this contract accumulator's motto, and it is a good one. Mr. Richardson and Mr. Beckwith both have Chicago offices, and their papers and themselves are mutually prosperous.

Mr. E. Katz has been with the San Francisco *Examiner* since 1880, first as advertising solicitor, later as business manager and now as its Eastern agent. Mr. Katz has been in the newspaper business since 1873, having filled the position of checking clerk, advertising clerk, manager, proprietor and editor. He says that he has always represented papers that had one rate for all, and such a paper is the San

Francisco *Examiner*, with an average sworn circulation for December last of 65,567 copies daily.

Mr. T. B. Eiker was born in Pennsylvania. He first studied law, but left the legal profession for the advertising desk, becoming secretary to the advertising manager of Chas. A. Vogeler & Co., the proprietors of St. Jacob's Oil. Mr. Eiker afterwards became advertising manager of this concern, leaving it to accept a similar position

with the Duffy Malt Whisky Co. Upon the latter's reorganization and removal to Rochester he came to New York as the special representative of the *Baltimore American* and several other papers. He has been located at room 50, Tribune Building, for seven years now and represents the *Buffalo News*, *Pittsburg Dispatch*, *Chicago Herald* and *Chicago Post*.

Mr. Frank S. Gray, also of the Tribune Building, represents the Indianapolis *Sentinel*, the Chicago *Daily Globe*, the California *Illustrated Magazine* and other Western papers. Mr. Gray says he went into the "ambassador of advertising" profession because he was recommended to do so, being told that advertisers and general agents were weak and yielded easily. He



LEANDER H. CRALL,  
The Senior Special Agent.

learned the printer's trade in Cincinnati, was publisher of the *Interior* of Chicago nearly eleven years, and then served two terms on the New York *Mail and Express*. Mr. Gray's acquaintance with advertisers, both East and West, naturally led to his present business. While a worker and a successful special, he is somewhat of a pessimist, for he says: "When the special grows old, what has he got in store for the future? Nothing but a bushel of expired contracts and a poor show for heaven."

Max H. Fischer says that hard luck drove him into the advertising business, but he seems to have very good luck now. In 1871 he worked for the St. Louis *Anzeiger*, and paralyzed the publishers by bringing in a number of ads. Then he published a theatre programme in the same city, an elaborate affair, with photographs and pictures woven in among the ads. Several New York theatre men wanted him to publish their programmes in Gotham, but he declined. He became treasurer and manager of the St. Louis Theatre, and in 1882 came on East, representing the Cincinnati *Post* and the St. Louis *Chronicle*, at that time cheap penny papers. Mr. Fischer has been here ever since, and now represents the St. Louis *Post-Dispatch*, the Chicago *Dispatch*, the Detroit *Journal*, the Buffalo *Commercial*, and the Milwaukee *Journal*.

Mr. J. C. Bush is a Maryland man. From the insurance business he went into the hardware profession and then stepped into the trade of advertising. He was with N. W. Ayer & Son for ten years, and later with the New York *Sun*. From there he became associated with J. Walter Thompson, leaving him for his "Star List of Agricultural Papers." He commenced with seven papers, and now represents twenty. His "Star" list comprises the following: *Farmers' Review*, Chicago; *National Stockman and Farmer*, Pittsburgh; *Indiana Farmer*; *Texas Farm and Ranch*, Dallas; *Colman's Rural World*, St. Louis; *Farmer's Home Journal*, Louisville; *Live Stock Indicator*, Kansas City; *Western Farm Journal*, Des Moines; *Homestead*, Des Moines.

The number of special agents now doing business in New York is not less than fifty, and the number of papers represented here is about 250. This would average five papers to each

agent, but, while some representatives confine their efforts entirely to one paper, others have large lists. A complete list of the special agents, their addresses and the papers they represent appeared in PRINTERS' INK for Nov. 2.

#### SOME METHODS OF RETAIL ADVERTISERS.

As a novelty in advertising, the plan adopted by a large clothier in Philadelphia is worth noting. He is giving a special course of entertainments to his employees and their families at one of the leading amusement houses of the city, allowing them to give away tickets to favored customers, thus killing two birds with one stone. He makes friends with his employees, and causes them to take a better interest in the business, while causing purchasers an equal gratification, as there is no charge to these entertainments. Although reserve seats are given out, those holding checks for them who are not on hand at 8 o'clock lose their opportunity in this particular, as those holding admission tickets are then permitted to occupy them. Of course the matter causes considerable talk all over the city, which in turn attracts trade.

Considerable agitation exists at the present time in all the larger cities of Europe over the manner in which the larger stores are getting the trade away from the smaller concerns. Formerly the smaller stores had as good an opportunity to succeed as the larger, but as these larger concerns have within recent years taken to selling all varieties of goods, where formerly they confined their attention to specialties, the effect upon purchasers is to buy while they are under one roof, instead of leaving the store to visit another.

In Paris and London this is particularly the case, and a rising among the smaller shopkeepers is imminent to see if some form of legislation cannot control the matter. For, as things are going, the larger magazines are growing larger and richer, while the smaller are losing their trade altogether.

A worse competitor exists in London than even these larger stores—a competitor which has induced many of the larger stores to take in a greater variety of salable articles. These are a class of co-operative concerns which profess to sell to no one who is not a paid subscriber at the rate of from one to two

pounds per annum. Each subscriber is induced to become such under the agreement that all goods will be sold to him or her at wholesale rates; and we do not learn that the promise is not fulfilled. But owing to the carelessness of the management, strangers and the public generally are allowed to purchase in these stores at the same rates. This is due to the laxity in the inquiries of the management as to who members are; each is supposed to have a number, and to give those numbers, etc., when they enter the store; also when purchasing from the salesman; but in practice the clerks merely ask for the number without looking at the admission ticket. The consequence is the public generally, finding prices at these places lower, merely give any number and get all the goods they want. These stores are growing in size so rapidly that the others in self-defence have in a like manner taken to the selling of a greater variety of goods, and as these latter concerns are now holding their own with the co-operatives, the small stores are in a bad way.

In the city of Paris they are not troubled with any co-operative concerns, but the big magazines are driving all others out of their business. One of the causes for this is attributed to the persistent advertising in the papers by the large firms, and the novel ways they are constantly introducing for such advertising. It has not been the practice of the smaller shops to advertise to any great extent, possibly on account of the cost in proportion to the volume of their business. They say they cannot afford it. But as the large stores do a big business they can afford it, and are getting all the trade as a consequence.

The public exhibition of novelties is one of the distinguishing features of the Parisian stores. They make a gala day of such openings, and the pressure is oftentimes so great to see the show that admission is only obtained by tickets. Undertakings of this kind are widely advertised beforehand by means of whole pages in the newspapers and by large illuminated posters on the billboards and by extravagantly decorated chariots passing through the streets, without counting free gifts to customers. An opening of novelties costs one of these stores a good deal of money, but no expense seems to be spared, and the store is gayly decorated with flags, bunting and a display of ornamentation which makes the average American

who succeeds in seeing it stare with astonishment.

In this country matters are tending toward the same end, although Americans have not reached that stage of display, special entertainments and making a big noise over novelties that is a marked feature in Paris. But they are coming to it, and the stores here are recognizing the advantages of consolidating many classes of goods under one roof more and more. It saves rent, clerk hire, and all expenses are proportionately reduced. Whether this will prove an advantage to trade in general or not is not yet clearly shown, but the profits are larger to those doing it, and customers say they can buy much more cheaply that way.

Another feature which is promised in the early future in this country is an adoption of the reorganization plans which have lately been in force with so many of our manufacturers and wholesalers. There is talk of consolidating retailers in the same way, on the ground that the larger the business, the less in proportion are the expenses, all of which theory seems to be supported by the facts above noted. Nearly every industry in the country among wholesalers and manufacturers has already partly come under this reorganization movement, and it is said that we have hardly begun to see the changes of this kind which may develop in the early future. But the application of the principle to retailers is a matter which differs in so many respects from wholesaling that it is not easy to see how the matter is to be arranged. It has been proposed to unite many small firms into one, to weed out all stores except those best situated for trade, and allow those to be enlarged and do business as branches of one main establishment. It is said that the expected economy in reduction of expenses proportioned to sales ought to reach 20 per cent, if not more, through a reduction in buyers, the better terms in buying due to their larger character, the better regulation of the stock, the putting of the bargain counters into special stores without troubling the main stores with that class of trade, etc., etc.—*Providence (R. I.) Journal*.

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*And work for the women.* That's the secret of the greatest possible success in general merchandising.—*M. M. Gillam*.

## The Advertising World.

Readers are invited to send in news items for use in these columns.

The Doliber-Goodale Co's advertising (Mellin's Food) is placed by N. W. Ayer & Son, and magazines and monthlies are favored. The contracts for the year are made in May.

S. Stodola, late manager of Bloomingtondale Bros.' mail order department, tells me that now he has formed a co-partnership with Chas. Casper, the jeweler, of 36 E. 14th street. The concern will advertise, and gradually extend. Some advertising has already been placed for Chas. Casper & Co., by Henry Decker, in magazines.

Stanley Day, of New Market, N. J., informs me that he is placing the advertising of the "World's Fair Toilet Case."

Wm. Phelps, of the Doliber-Goodale Co., has started the Painsfoe Chemical Co., at 37 College Place, and tells me is preparing to advertise.

The Atlantic Electropoise Co., which formerly placed its business through Ayer, is now doing advertising direct. J. H. Webb, at the Atlanta, Ga., headquarters, attends to the newspaper business. Religious papers are being used to a considerable extent.

The Golden Rod Publishing Co., Chicago, is now in the field with a missing letter-word riddle-ad, which the concern is trying to get in weeklies pretty generally.

The line of advertising that Lord & Thomas are putting out for the Cudahy Packing Co., South Omaha, is a large one. This agency is also doubling the space for Kirk's Soap. For advertising round Chicago, six-inch double-column cartoons are used once a week—humorous take-offs on local events. The idea has proved very successful, and the Chicagoites have learned to look for Kirk's cartoons as soon as they open the paper.

The Owen Electric Belt Co. of Chicago, I understand, is cutting down its advertising somewhat. Mr. Miles is, as usual, attending to this branch of the business.

The Price Baking Powder Co., is coming East with its advertising this year. J. B. Rose is the advertising manager.

A Chicago newspaper man informs me that the Madrid Chemical Co., of that city, has done a good deal of advertising. His paper, he says, has settled with the concern for fifty-cents on the dollar.

Armour & Co. are putting out a steady and extensive line of advertising for their beef extract, through Lord & Thomas.

Chas. H. Fuller is taking the tenth floor of Boyce's new building in the World's Fair City.

The Ale & Beef Co., of W. 16th street, New York, is doing some advertising through the National Advertising Co.

The Dodd agency has an open contract for placing the Waterbury Watch business in the best cities of the country. Small undisplaced ads are to be used on the local pages.

Mr. Hackstaff, of Nelson Chesman & Co., is placing some advertising of the Annheuser-Busch Beer.

Burnham's Clam Bouillon is being advertised, the concern having just issued new stock. Some of the business is placed by A. R. Elliott and some is placed direct.

The Bradfield Regulator Co., Atlanta, Ga., is putting out a line of advertising.

N. W. Ayer & Son are sending out a new batch of the Curtis Publishing Co.'s advertising for the *Ladies' Home Journal*.

The Kodak business is going out and an extensive line of advertising is to be placed. So far the magazines have been used. Mr. Jones is the advertising manager of the Eastman Co., at Rochester.

O. W. Ruling is placing some business for the Phoenix Insurance Co., of Brooklyn.

The Chas. H. Fuller Agency is placing the advertising for A. F. Cody of Brooklyn.

Mr. Howard, of the Tribune Building, is placing the insurance advertising of the Mutual Reserve Company. Boston, Chicago, Philadelphia and New York, have been covered. It is stated that when the company moves into its new building on Broadway advertising will be done extensively.

G. A. SYKES.

### PAID ADVERTISING TABOOED.

"E. C. L.," in the *London Law Times*, has some verses entitled "Professional Etiquette." He tells of the numerous means which a lawyer adopts to bring his name before the public, and which are not considered unprofessional:

You may sit upon the council;  
You may even be the mayor;  
You may take the chair at meetings,  
And may talk of lawyers there;  
You may go to public meetings,  
And, replying for the law,  
Tell them complicated stories  
Of the cases that you saw.

\* \* \* \* \*

If your name's upon a sale bill,  
You may have it any size;  
But you mustn't, really mustn't,  
No, you mustn't advertise.

### CHROMATIC ADVERTISING A POSSIBILITY.

*From the Milwaukee (Wis.) Evening Wisconsin.*

The new attachment to newspaper presses which permits the printing of cuts and advertisements in colors as brilliant as those of the comic valentine opens up a wide range of possibilities. The daily newspaper of the future may be a thing as gaudy as the old time Fourth of July celebration poster, or the circus handbill. Then the advertising man will have his hands full. For instance, the heaviest advertiser might come in at the "eleventh hour" and ask for half a page in shrimp pink, or in pea green. There might even have to be a matching of shades as the ladies match ribbons and dress goods, in order to duplicate advertisements from "esteemed contemporaries." There will surely be new work and new worry if the chromatic newspaper becomes a reality.

## LITHOGRAPHS VS. NEWSPAPERS.

Nothing has been heard from Mr. Richard Mansfield this season concerning his intention, expressed nearly a year ago, to do away with the expensive lithographs and posters and rely upon the newspapers for his advertising. Mr. Mansfield is not the first star to make this determination, and he will not be the last. But will lithographs ever be abolished as a means of theatrical advertising?

There are many people who think so, but they say that the first manager who attempts to discontinue their use will have a thorny road to travel—so thorny that he will probably turn back before he goes far. Lithographs are exceedingly expensive, and the attempt to use them liberally has wrecked more than one good theatrical enterprise. Many a manager and backer chafes under the demand in this regard, but what can he do?

Suppose Mr. Mansfield should attempt to carry out his determination. His agent meets the manager of a theatre to make a contract for his star's appearance there. The local manager demands that a clause be put in the contract providing for the furnishing of a certain number of lithographs for windows and a certain number of posters. "We are not using them this season," says the agent. "We shall depend upon advertising in the newspapers." The local manager replies that his rivals in his city will be using lithographs for the attractions booked for the same time, and if he don't use them he concedes an advantage to them. He will insist upon his demand for lithographs, and he will not book even so strong an attraction as Mr. Mansfield unless the contract provides for them.

This is the kind of opposition Mr. Mansfield's agent would find in every city, and he would tell his chief that it's no use to try. If Mr. Mansfield could not discard the lithographs, then the less desirable attractions certainly could not. Perhaps the local manager is wrong in his demand, but he will make it, sure.

Flaming posters and lithographs have not an unmixed influence for good in the way of filling a house. The public is beginning to distrust them. Indeed, an axiom is formulating itself in the minds of theatregoers that the amount of advertising paper

put out bears an inverse ratio to the quality of the show. A show can be billed to death. After "A Dark Secret" had made a success at the Academy of Music in New York five years ago, it was taken to Cincinnati for a week. The advance agent literally covered the city with bills and lithographs telling the people what a great show was coming. Everybody saw the lithographs and bills—they couldn't help seeing them—and everybody shook his head doubtfully.

"There's more in the bills than there is in the show," they said to one another. "They are making too much fuss about it." The great tank play reached the city and opened Sunday afternoon to a handful of people. It was the same in the evening, and scarcely better Monday night. People who saw the performance told others about it, and the audiences began to pick up. Still there was not a paying audience in the house until the last of the week, and it was then too late, for "A Dark Secret" was booked in another city for the next week. Everybody agreed that the too numerous bills had kept the crowds away.

Here's another view of the lithograph evil. A capitalist unacquainted with theatrical enterprises was solicited to buy an interest in a theatre which played its own attractions and furnished its own bills. He was inclined to view the project with favor, and he was shown the books and given all information possible to enable him to judge of the possibilities of the business. After examining the matter thoroughly, he asked himself how it was that so large an income as was shown brought so small a margin of profit. Where was the leak? He considered all the items of expense with care, and finally concluded that the lithographers and bill-posters ate up the profits. He declared he would not engage in a business where the profits had to be given to someone else, and he didn't.

It is certainly true that to the lithographer and bill-poster is due the fact that the expenses of shows are out of all proportion to the receipts. This opinion was so firmly fixed in the mind of Harry Robinson, once well known in the smaller towns as a minstrel manager that he resolved to try it for one season without any lithographs. He tried it, but not with marked success. He advertised pretty liberally through the papers, calling himself "the man



with the silver horns," because all the horns used in his band were of silver. In many towns he struck, he found only weekly newspapers, and in none of them were the people so accustomed to looking in the newspapers to learn what the theatres offered as they are in the large cities.

Besides "the man with the silver horns" had a rather expensive company, and he made long jumps about the country. Thus, while stopping up one leak he neglected to look after others. So this—so far as the writer knows—only systematic effort to discard the expensive lithograph resulted in failure. Robinson made no money that season.

If Robinson is the only manager who has tried to do away with lithographs, he is far from the only one who has threatened to do so. Mr. Mansfield's threat in this respect has been already alluded to. A few seasons ago, before they went a starring separately, Robson and Crane declared their intentions to rely entirely upon the newspapers for their advertising. Of course, this got in the papers and went from one end of the country to the other. When people saw that Robson and Crane continued to use lithographs, it was frequently said that this talk was only for the advertising it gave them. This is now frequently said of Mr. Mansfield. It is probably not true in either case. Managers feel the burdensomeness of the habit, and would honestly like to rid themselves of it. The trouble is they don't know how.

It is believed that in all the cities in the country of any importance, theatre-goers naturally turn to the daily papers for information about the theatres. From these they learn what is offered at the different play houses, and from these they learn what to expect of the plays. Lithographs undoubtedly attract some attention, but their cost is out of all proportion to their value. Still the local manager is not willing to allow his competitors the possible advantage that lithographs give, especially when some one else pays for them, and he demands them of every attraction he books.

If lithographs are to be abolished in connection with the theatre, the movement to that end must be a concerted one. If all the standard attractions combined to discontinue their use, local managers would have to consent.

Then the cheap shows, the barn-stormers and the circuses, would have a monopoly of them, and the expense of theatrical enterprises would be greatly reduced to the joy of all concerned.—*William A. Graham, in the Journalist.*

### PRINTERS WHO LEAD THE WORLD.

The American poster has utterly changed its standing since the printers have been producing their work by lithography. It has become an artistic creation. Wood cuts may be as fine and delicate as etchings, but in poster work they depended on their coarseness. They needed to be bold and conspicuous and the printing of them required such a great amount of ink that any fine work that might have been done upon them would have clogged up and become a great blot. The old-fashioned poster picture was always a wood cut, and was always coarse and rude.

With the advent of lithography into the business not only artistic drawing, but brilliant color effects became possible. The Americans found few artists here who were accustomed to the work. There were famous painters who were masterly in their use of colors, but it was not possible to employ them in a calling that had not then attracted wide attention, and that in all probability never will rank as nearer than cousinship to high art. Moreover, lithography is a science by itself. It does not permit the execution of the design that is aimed at. It requires the artist to reach an effect indirectly by drawing a picture as a looking-glass reflects a figure, with the right side of the stone making the left side of the finished work. The best artists who have mastered this trick are the cartoonists upon the leading weekly papers that produce pictures in colors.

The number of men who were competent to produce the American poster of to-day was very small when the printers took up lithography. Europe, however, was a rich treasury of clever draughtsmen and colorists who were trained to lithographic work. To Europe the American poster printers went for their talent, and the consequence has been that to-day the leading poster artists in this country are nearly all Europeans. They are Frenchmen, Germans and Russians. They have been imported in this country as fast

as they have attracted attention in their own capitals, and the custom of recruiting their ranks with men of their own nationalities still goes on. The American poster is, therefore, in one sense a foreign product. The artists, the process, the lithographic stones—all are brought from abroad. Even some of the paper in use on the dead walls of the country, though made here, is manufactured of fibre that is imported. But the finished product of this foreign combination is as truly American as the enterprise and judgment that led up to it. So American is our poster, in fact, that to-day the most attractive fence and wall advertising done in London, Paris, Madrid and Berlin is printed in Cincinnati and New York. It is not merely the Barnum circus, the Kiralfy spectacle or the series of Yankee patent medicines that are thus exploited abroad. The Europeans themselves send here to get their posters. It is a curious circumstance that the same artist who in Paris turned out an artistic but old-fashioned, unattractive little placard, now sends from America to the same Paris firm the stunning, showy, beautiful designs that are everywhere classified as American.

There are no secrets in the making of the new-style poster except that the biggest, most successful printers are those that employ the best talent, show the most enterprise, and spend the most money for the best materials and machinery. They give out the figure work to the figure men, the lettering to the best designers, the color work to the men whose skill as colorists has attracted wide attention. They pay good wages. There are poster artists who are getting \$15,000 a year, or perhaps more than any painter or illustrator on any magazine or in any studio in this city.

The fidelity of the likenesses to the originals in the theatrical bills is due to photography. There are no portrait painters in the new poster shops. The actor or actress who is to be portrayed—as in the case of the famous portraits of Mr. Crane as the *Senator* and Johnstone Bennett as *Jane*—were, if they are not like the rest of their kind, photographed up to the required size and then the photograph was used as the basis of the drawing or painting. Effective scenes and situations are seen by the artist in the same way that any spectator in an orchestra chair sees them. It has been said that nearly all

the leading poster artists are foreigners. It is true, therefore, that a few are Americans. One of the very best of them all, whose figure work attracted wide attention, was a Mr. Crane, who until lately lived and worked in this city, and there are now in town at least two other first-class figure men, who, like half a dozen famous painters and illustrators, graduated from the art department of the now defunct *Daily Graphic*. To step aside from the actual poster, there are found in the workshops of the great bank note companies other Americans, employed as designers in the main. The good work done on our dead walls has wrested praise from the men who are engaged in the higher lines of artist industry. It was at a dinner to Henry E. Abbey, when the best artists in the country were present, a couple of years ago, that a toast was drunk to the American poster. With no unhealthy prejudice to break down, and in view of the money that the printers are spending, it is safe to predict that the Americans will contribute more and more to the glory and success of our poster, until at last it will be American in fact, from its ink surface to the paste on its back, with all which that implies.—N. Y. *Sun*.

### Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

**A**CTIVE SPECIAL AGENT in each large city.  
WOMAN'S WORK, Athens, Ga.

**M**EDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

**SUCCESS** Family Magazine. 25c a line—AMERICAN PRESS CO., Baltimore.

**S**UPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**PREMIUMS FOR NEWSPAPERS.**  
EMPIRE CO., 146 Worth St., New York.

**FREE SAMPLE COPIES AND RATES.** We reach the people.  
THE GREAT WEST, Aberdeen, S. D.

**BE INDEPENDENT.** Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 25 West 23d St., New York City.

**DIRECTORY PUBLISHERS,** please send and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

**ADVERTISERS SAY IT PAYS.** Readers say it pays. THE GREAT WEST, Aberdeen, South Dakota.

**"TRADE INCREASESERS."** Every live local advertiser wants 'em; cheap; attractive; effective. Write to CHAS. W. HARPER, Columbus, O.

**PUBLIC OPINION** Always pays Advertisers.  
Washington.  
New York.

SEATTLE TELEGRAPH—The only morning Democratic daily in Oregon, Idaho & Wash.

**PATENTS** HOPKINS & ATKINS.  
Washington, D. C. 30 years' experience.  
Write for information

**GERMANIA** Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

## The Delta.

THE BEST PAPER IN NEW ORLEANS.

**PATENT** OR NO PAY. Book free Prompt, reliable work. S. C. FITZGERALD Washington, D. C.

**\$1.00—Visiting Cards.** We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, etc. Satisfaction guaranteed. For 10c. we will mail copy of our book, "Card Etiquette." BELLMAN BROS., Toledo, O.

**CATALOGS!** CATALOGS!! CATALOGS!!! We print and illustrate catalogs, with original designs in embossed covers. Send for estimate. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

**FOLDING PAPER BOXES** FOR ALL PURPOSES. MADE IN U.S.A. EAGLE MFG CO NEW HAVEN, CONN.

**Kate Field's Washington** Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

**RAPID ADDRESSING.** The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.

**TAXES—TAXES—TAXES—TAXES—TAXES**  
X **TAX THE RAILROADS.** X  
X thereby indirectly taxing the people to X  
X raise revenue for support of the Govern- X  
X ment. Pamphlet, 10c. H. C. FRINK, N. Y. X  
**TAXES—TAXES—TAXES—TAXES—TAXES**

**THE EVENING JOURNAL,**  
JERSEY CITY'S  
**FAVORITE FAMILY PAPER.**  
Circulation, - - - - **15,500.**  
Advertisers find it PAYS!

**WATCHES**  
Are the Best **PREMIUMS.**

Address the manufacturers direct.  
**THE PHILADELPHIA WATCH CASE CO.,**  
RIVERSIDE, N. J.

**San Francisco Bulletin.**  
Established 1855.  
Largest Evening Circulation in California.  
High character, pure tone,  
**FAMILY NEWSPAPER.**

**PRINTERS!**  
You can use your Regular Type and other Printing Material for making **RUBBER STAMPS** and double your profits. New process. Circulars free. Mention this paper.  
**BARTON MFG. CO.,**  
338 Broadway, New York.

## THE SPOKANE SPOKESMAN

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.

## DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us.  
**CHICAGO PHOTO ENG. CO.**

CALLED PERSONALLY.

THE INVENTIVE AGE.  
DUBOIS & DUBOIS, Editors and Proprietors.  
WASHINGTON, D. C., Feb. 6, 1888.

Messrs. Geo. F. Russell & Co.:  
We have had the pleasure of calling personally at the Post-Office Department on expressing our opinion most emphatically about the PRINTERS' INK affair. We said to the authorities there that we considered it one of the most valuable publications received at our office, and could not see how it could be legitimately excluded from the mails as second-class matter. We feel confident that the Department will recognize PRINTERS' INK's right to the mails as a newspaper. We consider it invaluable. DUBOIS & DUBOIS.

## THE HOME CIRCLE,

ST. LOUIS, MO.  
**75,000 Copies Each Month.**  
An exceedingly desirable medium for **GENERAL ADVERTISERS.**  
THE HOME CIRCLE PUB. CO., St. Louis, Mo.

From Senator Chandler's paper, the Concord (N. H.) Monitor.

"PRINTERS' INK is presenting pertinent facts to the Congressional Committee on Post-Offices. The legal decision in the case makes certain in what was before to some extent uncertain, that the courts have nothing to do with a question of fact that has been decided by the head of the Post-Office Department."

Permanent Advertising.  
**8-DAY SARANAC.**

We have just completed and have **READY TO DELIVER**

**Another New Model Fast Web Perfecting Press**

CAPABLE OF PRINTING, PASTING AND FOLDING

**16-PAGED PAPERS HAVING HALF-TONE AND OTHER CUTS.**

MAY BE RUN BY A MAN AND A BOY.

Contains latest Ideas and our **OFF-SET PREVENTING DEVICE** and is  
**THOROUGHLY WELL BUILT.**

Similar presses now in use on the *Ohio Farmer*, of Cleveland, Ohio, and *Farm and Home*, of Springfield, Mass.

**CAMPBELL PRINTING PRESS AND MFG. CO.,**

**160 WILLIAM ST., NEW YORK.**

**DODD'S ADVERTISING AGENCY, Boston, or**  
**265 Washington Street.**

We only stipulate, in requests for estimate, that our figures shall not be quoted or used in any way in placing business through other channels.

Giving our time we ask for good faith from the advertiser.

Advertisements specially prepared for our clients.

**World  
Build'g,  
N. Y.  
City.**

**SEND FOR ESTIMATE.**

**RELIABLE DEALING. - Low Estimates. - CAREFUL SERVICE.**



"I like your unique style of setting advertisements. They always look different from others and seem to stand out in the papers."

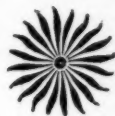
**To the PRINTERS' INK PRESS,**  
**10 SPRUCE ST., NEW YORK.**



**A**N advertising medium that will give to the general advertiser a good return for the outlay with every issue all the year round is conspicuous in its rarity and unquestionably the advertiser's right bower.



## ALLEN'S LISTS



lay claim to that distinction, and we do not lack for sufficient and solid backing in the strongest statement that we can make in their behalf. We invite comparison.

FORMS CLOSE ON THE 18TH.

**E. C. ALLEN & CO., Proprietors, Augusta, Me.**



It is the now-you-see-it-and-now-you-don't feature that renders the chase after cash so tantalizingly uncertain.

The everlasting evasiveness for which the primitive penny was peculiar clings to the mighty dollar of to-day, and baffles those who are searching for the good things of life.

The cash dollars which Twelve Hundred Thousand thrifty wide-awake families—scattered throughout the Union—expend for the necessities and luxuries of home-life, speedily find their way into the pockets of reliable merchants, manufacturers, and specialists who advertise in *Comfort*.

The largest guaranteed circulation in America. Facts and figures under oath. *Comfort's* original copyrighted features are rapidly carrying its circulation to Two Million Copies every issue. A limited amount of space in Special March number may be had of responsible agents or of us direct.

The Gannett & Morse Concern, Publishers, Augusta, Maine. Boston Office, 228 Devonshire St. New York Office, Tribune Building.

**HENRY BRIGHT, Representative.**

# To Newspaper Men.

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Office—10 Spruce St.—Up Stairs.

## AMERICAN NEWSPAPER DIRECTORY :

Issued Annually. Price Five Dollars.

NEW YORK, February 11, 1893.

DEAR SIR—The World's Fair edition of the AMERICAN NEWSPAPER DIRECTORY will be issued in April. It will then have been published for twenty-five consecutive years and rounded out a quarter of a century. From the outset it has been recognized by publishers, advertisers, the government departments, and every one interested in journalism or newspaper advertising, as the standard authority upon newspaper statistics. From it advertisers select newspapers and magazines in which to advertise, and to it they refer for all information concerning the value of advertising mediums. Its advertising pages are carefully indexed, and through them publishers may appeal in the most direct manner possible to the advertising public.

An advertisement intended for the DIRECTORY should set forth every advantage the paper possesses tending to make it of special value to advertisers.

Advertising orders are accepted from publishers and charged on account. The amount of the charge to be balanced by business sent hereafter, and not to be applied to a now existing account. Advertisements from publishers of influential newspapers are regarded as expressions of interest and good will, and as such are highly appreciated.

It is especially gratifying to note that so many publishers who decline to indorse the numerous hand-books now issued continue to value and patronize THE DIRECTORY. This appreciative consideration has stimulated us to make it a work of ever increasing excellence. There is no other DIRECTORY of a trade or community that, in point of press work, paper, binding, typography, accuracy and completeness, can be compared with the AMERICAN NEWSPAPER DIRECTORY. Extra labor and money is being expended to make the World's Fair edition better than any preceding issue.

We trust you will favor us with an advertisement order at your early convenience. If you so instruct us we will prepare your copy, and make it as prominent and convincing as we know how, submitting a proof to you for correction or approval.

Every publisher who orders an advertisement will receive free, carriage paid, as soon as issued, a bound copy of the book (which sells for \$5); and every book carries with it a paid subscription for one year to PRINTERS' INK, a weekly journal for advertisers. Subscription price, \$2.

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Soliciting your orders, as above, we remain your obedient servants,

**GEO. P. ROWELL & CO.**

**Publisher of the American Newspaper Directory.**

## A Business Record.



Number of columns of advertising  
published in the New York morning  
newspapers during the week ending  
February 5:


			COLS.
World,	-	-	392
Herald,	-	-	286½
Recorder,	-	-	217½
Tribune,	-	-	162¼
Sun,	-	-	157
Press,	-	-	138
Times,	-	-	125
Journal,	-	-	102¾
Advertiser,	-	-	67½

and the **THE RECORDER** is not yet  
two years old.




FACTS ARE STUBBORN THINGS.



The Three Graces of the   
Advertising Business:



CIRCULATION  
CHARACTER  
STANDING

 Are all Combined  
in the

Pittsburgh  
Chronicle  
Telegraph



C. J. BILLSON,  
86 and 87 Tribune Building,  
New York.

AS : OTHERS : SEE : US.

**\$655.00** in Cash Prizes

For the Best Notices of Our Business

We will pay **\$100.00 Cash** to the writer of the best notice of **BURPEE'S FARM ANNUAL**; or our **SEEDS** or our business of **SEED SELLING**. To the writer of the second best notice, **\$50.00**; to the third and fourth best, **each \$25.00**; to the five next best, **each \$10.00**; to the next twenty-one best, **each \$5.00**,—making in all **Thirty Cash Prizes**, aggregating **\$355.00**.

**THIS COMPETITION IS OPEN TO ALL**

**Under the following conditions:**

The article or notice must appear during February, March or April, in a recognized American or Canadian publication, be it daily, weekly, semi-monthly or monthly. After issue, the same clipped and mailed to us, with full address of writer, name and date of paper, so as to reach us before May 1st, when the prizes will be impartially awarded on merit, word for word; thus a stickful of matter stands a chance against a column.

**\$200.00** Cash for the best write-up

**\$50.00 and \$25.00 each for the three next best.**

To the editor, reporter or correspondent of any paper in the United States, who writes the best and most interesting article on **FORDHOOK FARM**, or our business of **SEED GROWING** and **SEED SELLING**, we will pay **\$200.00**; to the writer of the second best, **\$50.00**; to the writers of the two next best articles, **each \$25.00**.

For full particulars see page 132 of our **FARM ANNUAL for 1893**, a copy of which will be mailed **free** to any one desiring to compete for the above prizes. State your intention and address simply,

**W. ATLEE BURPEE & CO., Philadelphia.**

## SEEKING INFORMATION UNDER DIFFICULTIES.

NEW YORK, Jan. 24, 1893.

Hon. J. N. Tyner, Assistant Attorney-General for the Post-Office Department, Washington, D. C.:

DEAR SIR—Our attention is directed to your letter to the Homosassa Land and Improvement Co., dated Jan. 19, which appears in the New York Sun of Sunday, Jan. 22. In that letter you give the land company the benefit of your opinion on a point of law.

We publish a newspaper called **PRINTERS' INK**, which we hope to have admitted to the mails as second-class matter. We at one time had about 15,000 subscribers whose subscriptions were paid for in advertising done in papers owned or published by persons who obtained the subscribers. To-day we have a request from the publisher of the St. Joseph News to renew a number of subscriptions on the same terms.

We trust that you will not decline to do as much for us as you do for the land company above referred to. What we desire is that you will tell us whether there is any law that forbids a publisher's paying for subscriptions for a legitimate newspaper in advertising space.

Will you kindly return the enclosed papers with your reply, and oblige,

Your obedient servants,  
GEO. F. ROWELL & Co.

OFFICE OF THE ASSISTANT ATTORNEY-GENERAL,  
FOR THE POST-OFFICE DEPARTMENT,  
WASHINGTON, D. C., Feb. 1, 1893.

JAMES N. TYNER, Asst. Attorney-General.

Messrs. Geo. F. Rowell & Co., 10 Spruce street,  
New York, N. Y.:

GENTLEMEN—The delay in replying to your letter of the 24th ultimo can be explained by stating that I was out of the city nearly all of last week.

I quote the case you state in your letter, and upon which you desire me to make reply as follows:

"We at one time had about 15,000 subscribers whose subscriptions were paid for in advertising done in papers owned or published by persons who obtained the subscribers. To-day we have a request from the publisher of the St. Joseph News to renew a number of subscriptions on the same terms."

"What we desire is that you tell us whether there is any law that forbids a publisher's paying for subscriptions for a legitimate newspaper in advertising space?"

All questions concerning admission to the mails of publications at the second-class rate are, by the provisions of Sections 333, 334 and 335, determinable by the Third Assistant Postmaster-General. It is not my duty to make response to such inquiries as you propound, nor could I do so without trespassing upon the domain of that official. Heretofore, and until within a few months past, this office considered and gave opinions upon such cases as were referred to it by the Third Assistant, and in which he assumed there were questions of law. By the present practice, however, no question in connection with publications of this class are referred to this office, for the reason that it has been held that all such questions are questions of fact and not of law.

It is true that a letter addressed to the Homosassa Land and Improvement Co., bearing date of Jan. 19, 1893, prepared by the Law Clerk and hastily signed by me *pro forma*, does give "an opinion on a point of law" to that company. The question, however, involved in this case was as to whether the advertisement was the advertisement of a lottery, and the opinion on that was very properly announced by this office. Constructions of the Lottery Act, and of all matters arising under it, are determined by the Assistant Attorney-General, and it is proper that he should furnish opinions of this character to interested

persons, without sending them through the head of the Department or any of its bureaus.

Very respectfully,  
JAS. N. TYNER,  
Assistant Attorney-General.

Papers submitted with your letter returned herewith.

NEW YORK, Feb. 2, 1893.

Hon. J. N. Tyner, Assistant Attorney-General for the Post-Office Department, Washington, D. C.:

DEAR SIR—We are to-day in receipt of your letter of Feb. 1, in response to ours of Jan. 24.

You say that: "All questions concerning admission to the mails of publications at the second-class rate are determined by the Third Assistant Postmaster-General," and that, "by the present practice, no question in connection with publications of this class are referred to this office, for the reason that it has been held that all such questions are questions of fact and not of law."

We hope that you will pardon our persistence and allow us to say that the question we desired to have answered appeared to a lay man to be purely one of law. We quote from our letter of Jan. 24:

"What we desire is that you will tell us whether there is any law that forbids a publisher's paying for subscriptions for a legitimate newspaper in advertising space."

We have had so much trouble, and been put to so much expense, in our efforts to post ourselves upon post-office law, regulations and rulings, that we sincerely hope that you will aid us if you possibly can. If, however, to answer this question is not within your province, may we not trespass upon your kindness so far as to ask you to present it for us to the proper officer in proper form, and obtain from him an answer that will, if possible, be equivalent to yes or no?

Trusting you will favor us, we are  
Your obedient servants,  
GEO. F. ROWELL & Co.

OFFICE OF THE ASSISTANT ATTORNEY-GENERAL,  
FOR THE POST-OFFICE DEPARTMENT,  
WASHINGTON, D. C., Feb. 4, 1893.

JAMES N. TYNER, Assistant Attorney-General.  
Geo. F. Rowell & Co., 10 Spruce street, New York,  
N. Y.:

GENTLEMEN—I have referred your letter of the 2d inst., in which you inquire as to the legitimacy of a publisher "paying for subscriptions for a legitimate newspaper in advertising space," to the Third Assistant Postmaster-General.

Very respectfully,  
JAS. N. TYNER,  
Assistant Attorney-General.

NEW YORK, Feb. 6, 1893.

Hon. A. D. Hazen, Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—We desire to call your attention to your letter of Dec. 20, addressed to Geo. F. Kennedy of Brooklyn, concerning the offer of Munna & Co., patent agents of this city, to send the *Scientific American*, a weekly newspaper published by them, in payment for the insertion of an advertisement.

You say that the practice involved in the proposition might be carried to such an extent as to render the publication subject to classification as a periodical designed primarily for advertising purposes.

It has come to our knowledge that the *Scientific American* purchased 12,000 electrotypes of the advertisement, and the same is to be seen in more than ten thousand American newspapers. In the case of our publication, **PRINTERS' INK**, we had, in January, 1892, perhaps as many subscribers whose subscriptions were paid for in the same way, and you decided that they were not legitimate. Will you kindly inform us where the point of difference may be found that makes what is legitimate for the *Scientific American* illegitimate for **PRINTERS' INK**?

Your reply will oblige,  
Your obedient servants,  
GEO. F. ROWELL & Co.

NOTE.—At the time of going to press no answer had been returned to this letter.

G. P. R. & Co.